

AGENDA
EAGLE MOUNTAIN CITY ECONOMIC DEVELOPMENT BOARD
February 27, 2014—6:30 p.m.
3726 E. Campus Drive, Eagle Mountain, Utah

1. **Motion** to approve September, 2013 minutes

2. **Discussion: Goal 1 – City-Wide Yard Sale**

- a. Due to lack of traffic getting to homes we discussed having the city wide yard sale at a city park. Details need to be discussed further but all seemed to be in favor.
- b. **Ikani** will check on the budget for the yard sale as well as dates in May that Nolan Park will be available.
 - *After thought* – We probably won't be using M42X (Scott) to communicate with businesses any longer. If this is the case, we should discuss the business list at our next meeting as we may not want accidental future correspondence. At the very least we should make sure non opted in data be parsed if this wasn't already done automatically.

3. **Discussion: Goal 2 – Business Welcome Kit**

- a. Justin requested to table the welcome kit until new city website is done. He has concerns regarding the new city website and how it will be updated and managed. He met with Linda and the new City website which will be available in early 2014.
- b. Justin discussed his presentation to the City Council on revisions to Pony Express Days. More discussions will happen in 2014 with the new Mayor. Justin talked about an Eagle Mtn "Idol" process and will work with Rockwell High and the City on getting this confirmed.
- c. **Justin** to report on "Idol" process next meeting

4. **Discussion: Goal 3 – Newsletter**

Kevin discussed various options for a newsletter. Ikani said a link could be made from the embusiness.org website to the newsletter. Discussion on monthly vs quarterly. There are currently 335 businesses in Eagle Mtn City.

- a. **Trent** will email Kevin the contact information for Crossroads Journal.
- b. **Kevin** will work on the first newsletter, available in March. He will work with Scot Holdsworth and Linda on distribution list. EDB must work independent of city to send emails via ESP (email service provider) so we can highlight new businesses in the newsletter. Newsletter will more than likely use mailchimp.com as we can send up to 12,000 emails to 2,000 subscribers for free with no contracts
- c. **Ikani** will announce newsletter spotlight at next Business Forum and direct those interested to contact Kevin @

5. **Discussion: Incubator Update**

- a. Ikani said M42X is on a hot spot basis with the incubators now. The companies in the program are:
 - 9th Root (new)
 - Disaster Professionals
 - Utah Preparation
 - Little Dress Up Shop - The Daily Herald did a write up on The Little Dress Up Shop
 - HiveIt – may be out of the grant process with UVU due to not meeting strict requirements

- M42X - is out of the grant process with UVU due to not meeting strict requirements (they have been in prototype for months). .
- b. Eric Dow presented at the business forum. The business forum was well attended (over 30) in December—networking happened after the meeting.
- c. **Ikani** will send Kevin and Justin the contact information for Hiveit in an attempt to assist them in marketing endeavors.

6. Follow-up Before Next Meeting:

- a. **Ikani** will check on the budget for the yard sale and what dates would Nolan Park be available in May.
- b. **Justin** to report on “Idol” process
- c. **Trent** will email Kevin the contact information for Crossroads Journal.
- d. **Kevin** will work on the first newsletter, available in March. He will work with Scot Holdsworth and Linda on distribution list.
- e. **Ikani** will announce newsletter spotlight at next Business Forum and direct those interested to contact Kevin or Justin
- f. **Ikani** will send Kevin and Justin the contact information for Hiveit.

7. Motion to Approve 2014 General Meeting Schedule

- a. Meetings take place on the 3rd Wednesday of each month @ 6:30 p.m.

8. Miscellaneous Items/Board Concerns

CERTIFICATE OF POSTING

The undersigned duly appointed recorder or deputy recorder does hereby certify that the above agenda notice was posted in four public places within Eagle Mountain City limits on this **14th day of February, 2014**. These public places being bulletin boards located inside the City offices and located in the Eagle Mountain City Library, 1650 E. Stagecoach Run, Eagle Mtn., UT; and the bulletin board located inside the Prairie Gate professional office building, 3688 E. Campus Dr., Eagle Mountain, Utah. On this **14th day of February, 2014**, the above agenda notice was posted to the Utah State public notice website at <http://www.utah.gov/pmn/index.html>.

Fionnuala B. Kofoed, City Recorder